

ARTÉMISE DE VERNEJOUL

Art Direction & Graphic Design

PORTFOLIO



A.DEVERNEJOUL@GMAIL.COM

WWW.ARTEMISEDV.COM

+33 (0) 6 86 05 25 02

With over a decade of experience as Art Director within international teams, I specialize in branding across diverse sectors, including Health, Tech, Culture and Country branding, using traditional and AI tools.

I am committed to shaping brands, consistently delivering emotion-driven, strategically aligned outcomes.

My approach blends creative thinking and rigorous project management to craft a compelling brand strategy that resonates and achieves meaningful impact.

FULL CV

- Brand Positionning
- Brand Narrative
- Ideation
- Brand Launch
- Branding & Visual Identity
- Country Branding
- Campaigning
- Editorial
- Stand Design
- Web Design
- Social Media

SELECTED CLIENTS



A journey through...

the launch an Uzbek school of traditional crafts,
the creation of an Editorial Piece on AI in the Arts for Microsoft,
the rebrand the Scientific Foundation in Italy,
the branding of a Data Center company,
the launch of an Aerospace Manufacturer at the Dubai Airshow,
the National Brain Cancer Day, supported by Servier and Novocure,
Editorial Projects with Cassi Edition & Rizzoli New York,
an exploration around Country Branding for Uzbekistan,
& an exploration of AI-driven Videos and Visuals.

ACDF | UZBEKISTAN | 2025

The Naqsh School of Crafts’ launch

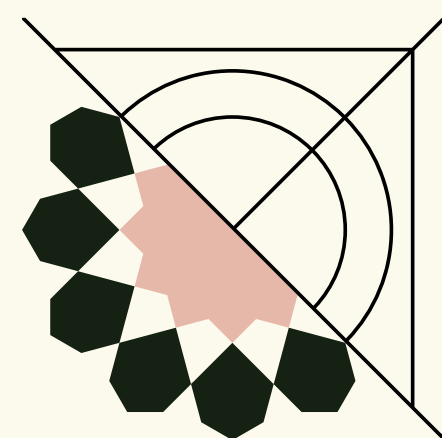
Launched during the UNESCO conference in 2025 in Uzbekistan, the Naqsh School of Crafts is the result of a transformative partnership between the Uzbekistan Art and Culture Development Foundation (ACDF) and The King’s Foundation School of Traditional Arts in London.

The project encompassed the creation of the institution’s logo, comprehensive guidelines, social media designs, and website, establishing a cohesive visual identity that reflects both the country’s rich heritage and its vision for the future.

- Brand Positioning
- Branding & Visual Identity
- Brand Launch
- Web Design
- Social Media

Studio: .Pomelo @APCO

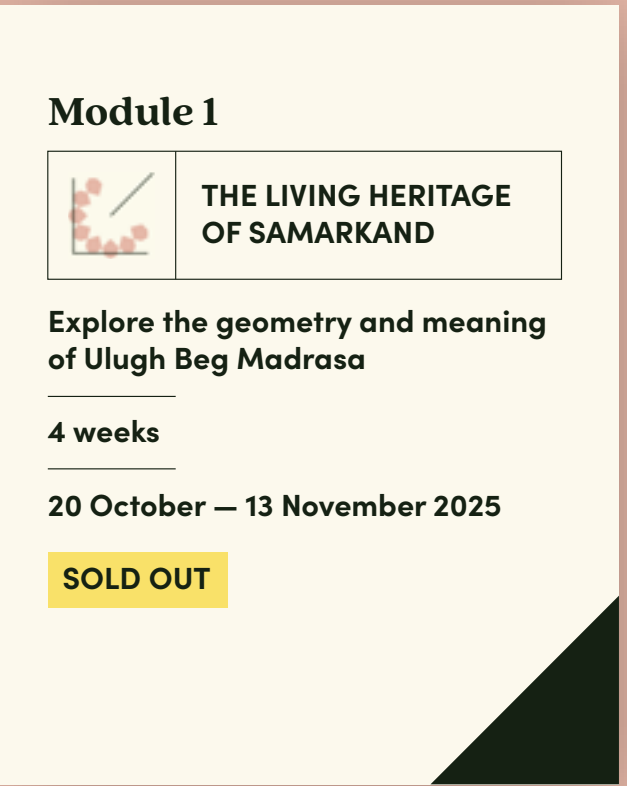
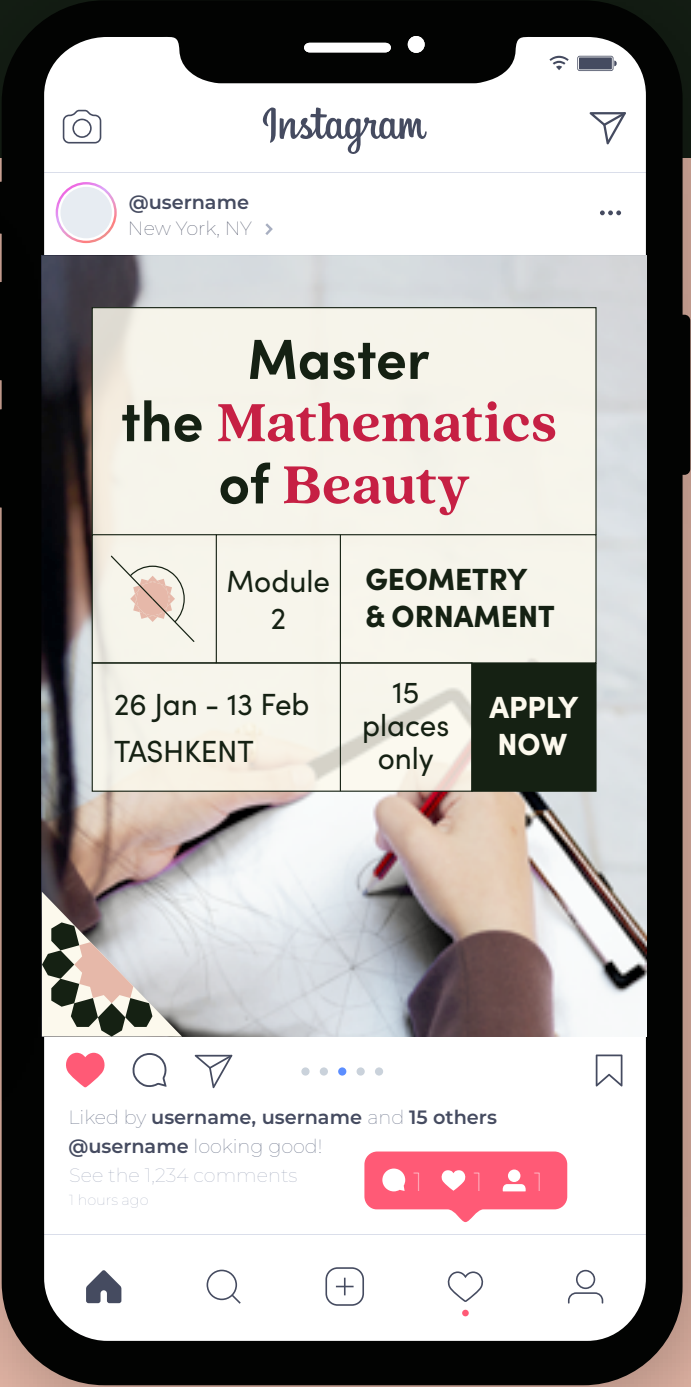
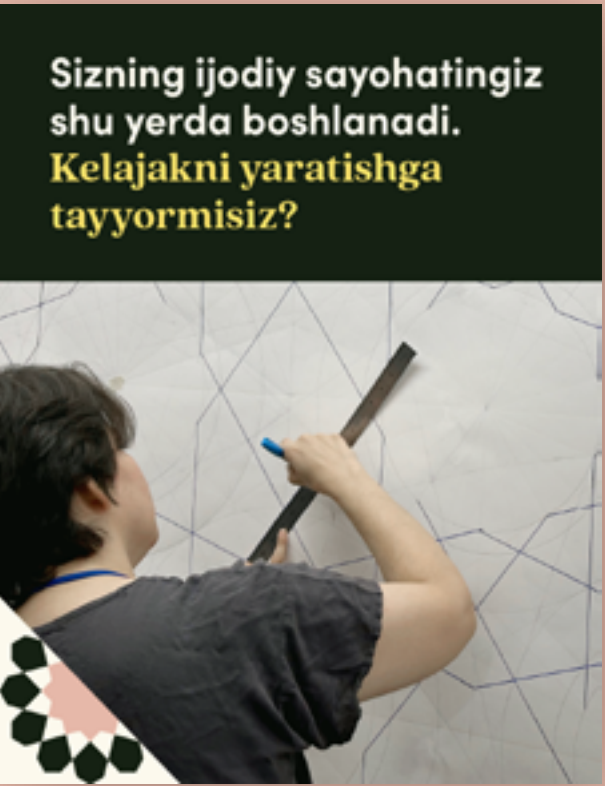
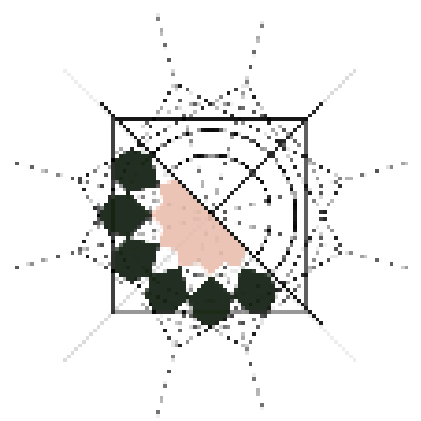




**Naqsh School
of Crafts**



CLICK TO PLAY ▲



Naqsh School of Crafts

Brand Guidelines

Version 1.0

2025



The Naqsh School of Crafts is a place where heritage, creativity and the next generation of creatives, leaders will shape the future.

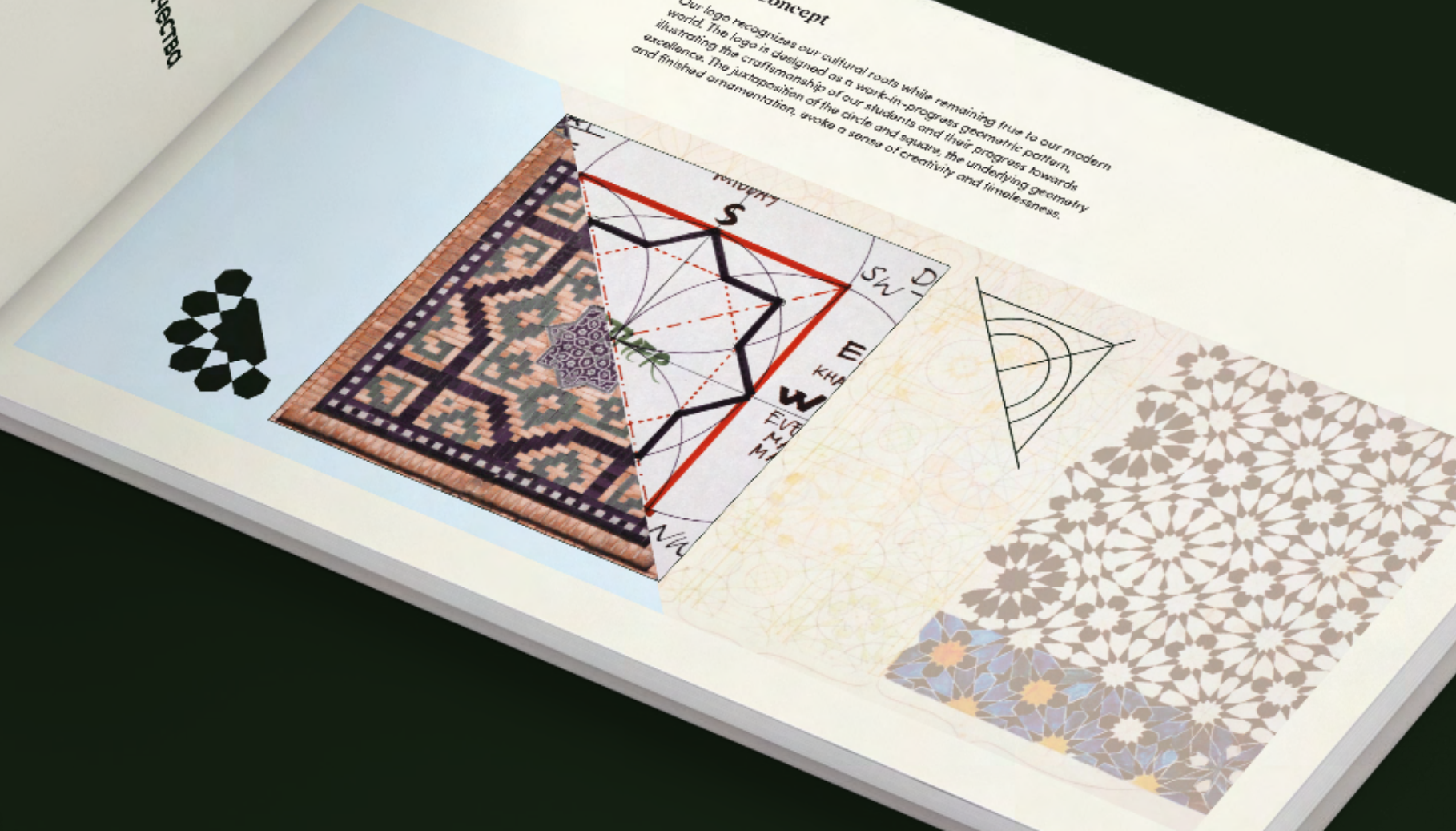
Uzbekistan Art and Culture Development in partnership with the King's Foundation for Traditional Arts in London, are fostering the Naqsh School with the objective to preserve its rich artistic legacy by nurturing talent, fostering development and celebrating cultural identity.



Naqsh School of Crafts

Logo / Concept

Our logo recognizes our cultural roots while remaining true to our modern world. The logo is designed as a work-in-progress geometric pattern, illustrating the craftsmanship of our students and their progress towards excellence. The juxtaposition of the circle and square, the underlying geometry and finished ornamentation, evokes a sense of creativity and intellectuality.



Naqsh School of Crafts

Graphic Elements | Logo Segmentation

Our logomark is built of two parts: the finished ornamentation (Final Trim) and the underlying geometry (Core Form). The logo may be broken up into these two sections and manipulated within a composition. When segmenting the logomark, the Final Trim must be present, while the Core Form may be left out if another line object or drawn lines within a composition, such as a stroke on another object or drawn lines within a photograph, etc... If the full logomark is also present on the visual, the Core Form may be left out.

The Final Trim alone can be used when paired with an image or solid background color.

The Core Form alone can be used as a subtle background.



Naqsh School of Crafts

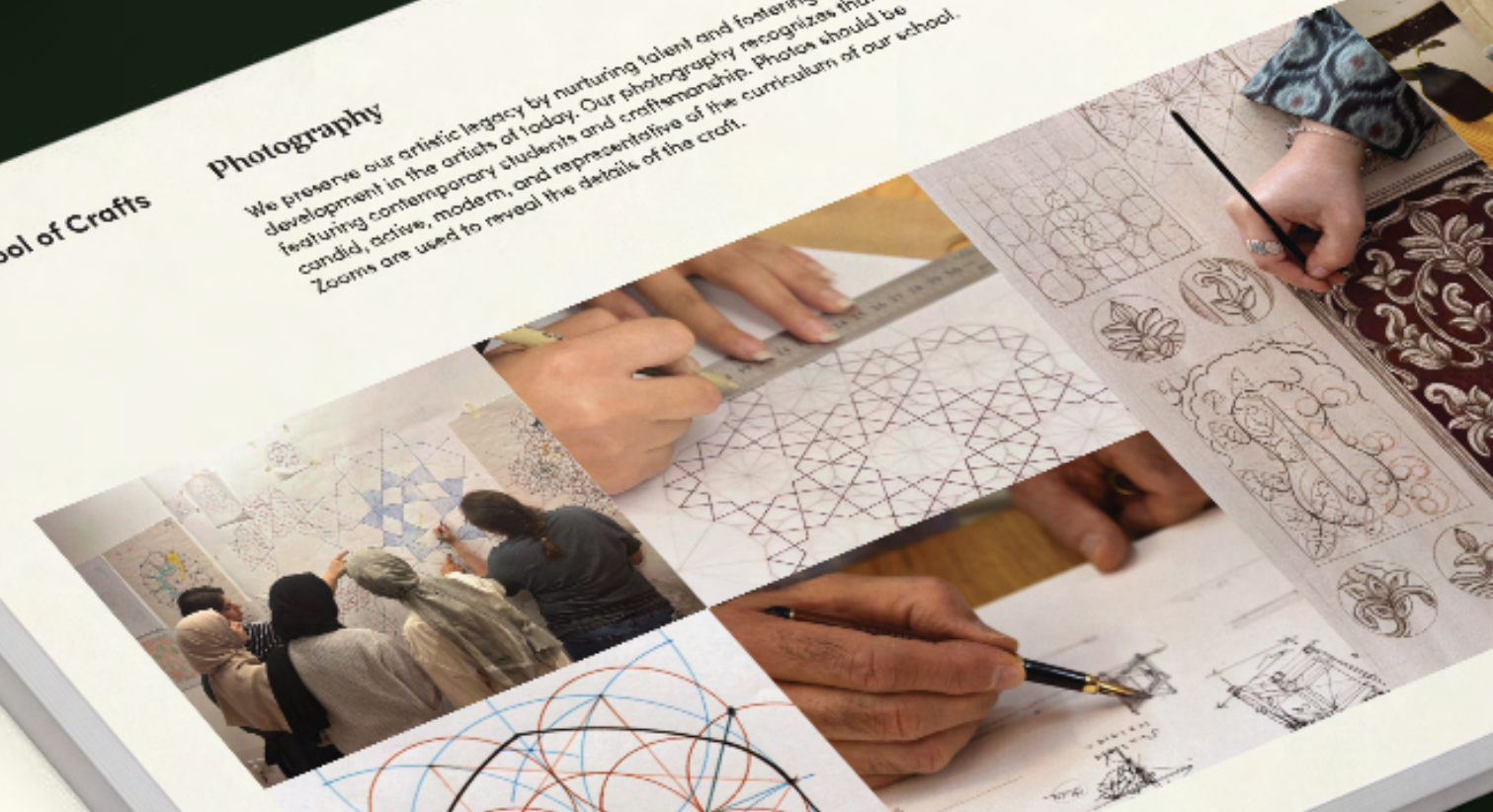
Your creative journey begins here. Are you ready to craft the future?

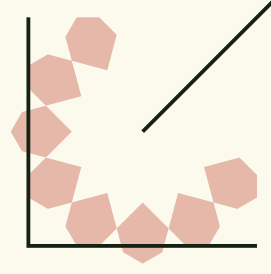


Coming soon.

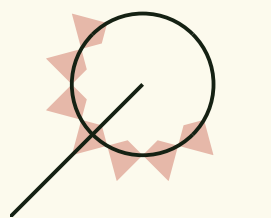
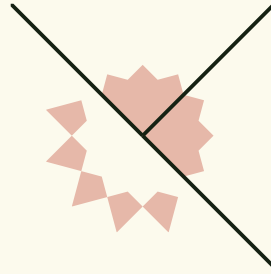
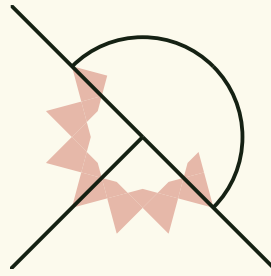
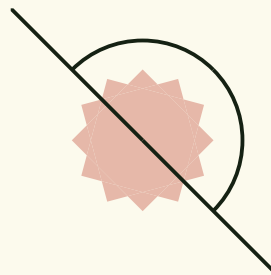
Photography

We preserve our artistic legacy by nurturing talent and fostering creative development in the artists of today. Our photography recognizes that by featuring contemporary students and craftsmanship. Photos should be candid, active, modern, and representative of the curriculum of our school. Zooms are used to reveal the details of the craft.





VISIT WEBSITE ►



Naqsh School
of Crafts

About Us

Vision

Offer

Modules

Partnership

Contact

EN ▼

Our Learning Modules

A Journey Through Uzbekistan's Living Heritage

At the Naqsh School of Crafts, we invite you to embark on a transformative educational journey. Our pilot modules are designed to immerse you in the rich traditions of Uzbek craftsmanship, while equipping you with the skills to innovate and create for the future. Each module combines hands-on learning with deep cultural exploration, offering a unique opportunity to engage with the country's extraordinary heritage.

 THE LIVING HERITAGE OF SAMARKAND	20 OCTOBER — 13 NOVEMBER 2025 1	
 ARCHITECTURE AND PROPORTION	Duration: 20 – 29 October in Tashkent, followed by 2 weeks in Samarkand during the 43 rd UNESCO General Conference Capacity: 15 participants What You Will Learn: • Geometry and design principles inspired by Ulugh Beg Madrasa • Skills drawn from across the future Diploma Programme modules.	Engaging with Ulugh Beg Madrasa Step into the heart of Samarkand and explore the geometry and natural order of the iconic Ulugh Beg Madrasa. This immersive module begins in Tashkent and culminates in Samarkand, where you will study the architectural and cultural significance of this historic monument. REQUEST MORE INFORMATION
 MONUMENTAL CALLIGRAPHY		
 GEOMETRIC PATTERNS OF UZBEKISTAN		
 BIOMORPHIC ORNAMENT FROM UZBEKISTAN		

Please note: The workshops require full attendance and dedicated participation throughout each session. We encourage applicants to ensure their complete availability for the duration of their chosen module to maximise the learning experience.



**Naqsh School
of Crafts**

[About Us](#)[Vision](#)[Offer](#)[Modules](#)[Partnership](#)[Contact](#)[EN](#) ▼

Where Tradition Inspires Creativity

A new home for heritage,
expression, and global exchange
in the heart of Central Asia.

[EXPLORE OUR PROGRAMMES](#)[REQUEST MORE INFORMATION](#)



VISIT WEBSITE ►

About Us

Welcome to the Naqsh School of Crafts.

In Tashkent, the crossroads of civilisations and the ancient Silk Road, a bold new institution has emerged. The Naqsh School of Crafts is a place where centuries of artistic heritage meet current creativity.

The School will start with a "Pilot Year", featuring five workshops on Uzbekistan's living heritage, and will then establish a full Diploma Programme, with our modules and courses, our mission is to nurture the next generation of artists, thinkers, and creative visionaries who will shape the future of art and design.

Through a transformative partnership between the Uzbekistan Art and Culture Development Foundation (ACDF) and The King's Foundation School of Traditional Arts (KFS), we are combining global expertise with local excellence to create a world-class education in traditional and contemporary arts.

As Uzbekistan prepares to host the 43rd UNESCO General Conference, the world is turning its gaze to a nation reimagining its future through culture. The Naqsh School of Crafts is an ambitious initiative ensuring Uzbekistan's heritage continues to inspire and connect people internationally.

Join us in preserving the past and shaping the future.



Welcome to Tashkent. Our city and doors are open.

“

"It is with enormous pride that I welcome you to the Naqsh School of Crafts – an institution born out of Uzbekistan's rich artistic heritage and electrifying vision for the future.

The School of Crafts is a milestone in the Uzbekistan Art and Culture Development Foundation's mission to preserve, promote, and elevate the country's cultural heritage globally. Our partnership with The King's Foundation School of Traditional Arts combines their decades of expertise in traditional arts education with our visionary approach to creativity and cultural exchange.

Together, we are not only safeguarding traditional crafts but reimagining their relevance for a global audience. This collaboration is a powerful testament to the strength of cultural partnerships and Uzbekistan's role as a rising centre for creativity and dialogue."

GAYANE UMEROVA,
FOUNDER OF THE NAQSH SCHOOL OF CRAFTS AND CHAIRPERSON
OF THE UZBEKISTAN ART AND CULTURE DEVELOPMENT FOUNDATION

Our Offer

A New Model of Arts Education for the 21st Century

At the Naqsh School of Crafts, we will offer:

World-Class Programmes:

Courses in traditional
arts, contemporary
design, and
interdisciplinary arts.

Global Exchange:

Opportunities for residencies,
exhibitions, and collaborations
with leading institutions
worldwide.

Inclusive Access:

Outreach programmes to
support emerging talent
from across Uzbekistan
and beyond.

Whether you are a student, a partner, or a visitor, you will find a space
designed for growth, discovery, and collaboration.

Our Learning Modules

A Journey Through Uzbekistan's Living Heritage

At the Naqsh School of Crafts, we invite you to embark on a transformative educational journey. Our pilot modules are:

Our Vision

Rooted in Heritage. Embracing the Future.

Uzbekistan is a land of astronomers, artisans, and innovators whose legacy continues to inspire. At the Naqsh School of Crafts, we honour this heritage while embracing the future.

Our vision is to create a platform for creativity, collaboration, and cultural exchange, empowering students to connect with the world and contribute to a more inclusive, innovative global arts community.



Stay Connected

Be Part of Our Journey

If you would like to receive more information about the Naqsh School of Crafts modules and workshops, please sign-up in the section below.

Name *

Email *

Message

☒ I agree to the [Privacy Policy](#)

[Privacy Policy](#)

MICROSOFT | FRANCE | 2024

The Artificial Dreams Exhibition

Conceived in partnership with Microsoft, the exhibition “Artificial Dreams” at the Grand Palais Immersif offered an overview of artificial intelligence’s role in contemporary art.

This editorial project was developed to support Microsoft in showcasing AI artists and the evolving field of AI-driven art. Printed exclusively in black, white, and metallic silver PMS, the book features a blend of two papers: a semi-thick glossy stock to highlight the visuals, and a finer, textured paper for the central interview section—evoking a dialogue between digital and manual, smooth and tactile, and reflecting the intersection of technology and craftsmanship at the core of the project.

Editorial

Studio: @APCO



GRAND
PALAIS
IMMERSIF



MARKOS KAY

Markos R. Kay, artiste chypriote basé à Londres, se spécialise dans l'art génératif et la science. Son travail explore l'abstraction numérique à travers des méthodes génératives, souvent en collaboration avec des scientifiques. Il a exposé dans des musées et festivals internationaux, et a travaillé avec des organisations comme le MIT et des entreprises telles qu'Apple et Nike. En 2014, Kay a lancé un laboratoire d'art expérimental dans le but d'explorer les intersections du numérique et de la physique en combinant des simulations informatiques et des techniques procédurales avec la peinture, les textiles, la céramique et la sculpture.

L'abiogenèse est l'étude de l'origine de la vie sur Terre. Il s'agit d'un sujet complexe et mystérieux, et les scientifiques ont proposé de nombreuses théories différentes pour tenter de comprendre comment la vie est apparue.

Abiogenesis est une réinvention conceptuelle de la théorie du « monde lipidique » qui prend comme postulat que la vie provient de lipides formant des membranes qui enveloppent ensuite la matière et les nutriments pour former des protocellules. Les cellules biologiques telles que nous les connaissons aujourd'hui peuvent être considérées comme des membranes dans des membranes.

Paysage sonore
par Jesse Solomon Clark.

← *Abiogenesis*



FONDAZIONE LILLY | ITALY | 2025

A new Identity for a Scientific Research Foundation

In 2025, Fondazione Lilly in Italy embarked on a rebranding initiative to modernize its identity while honoring its legacy and core values.

Following an in-depth analysis of the Foundation's DNA, mission, tone of voice, and guiding principles, a refreshed brand identity was developed to strengthen its credibility and appeal among researchers and academics. The new visual identity was unveiled at a launch event in Rome, positioning the Foundation as a trusted and authoritative partner in advancing the national healthcare system and supporting independent research.

Brand Positioning

Rebranding & Visual Identity

Brand Launch

Webdesign

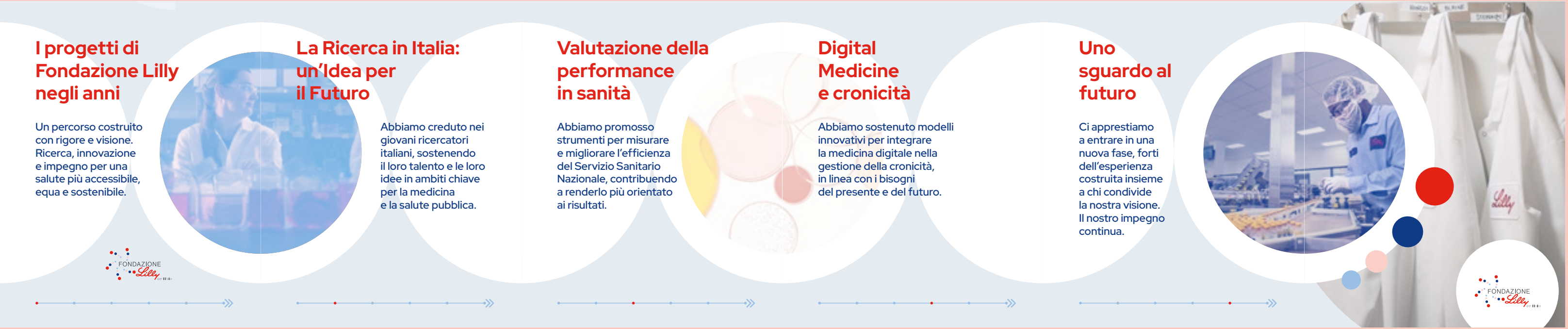
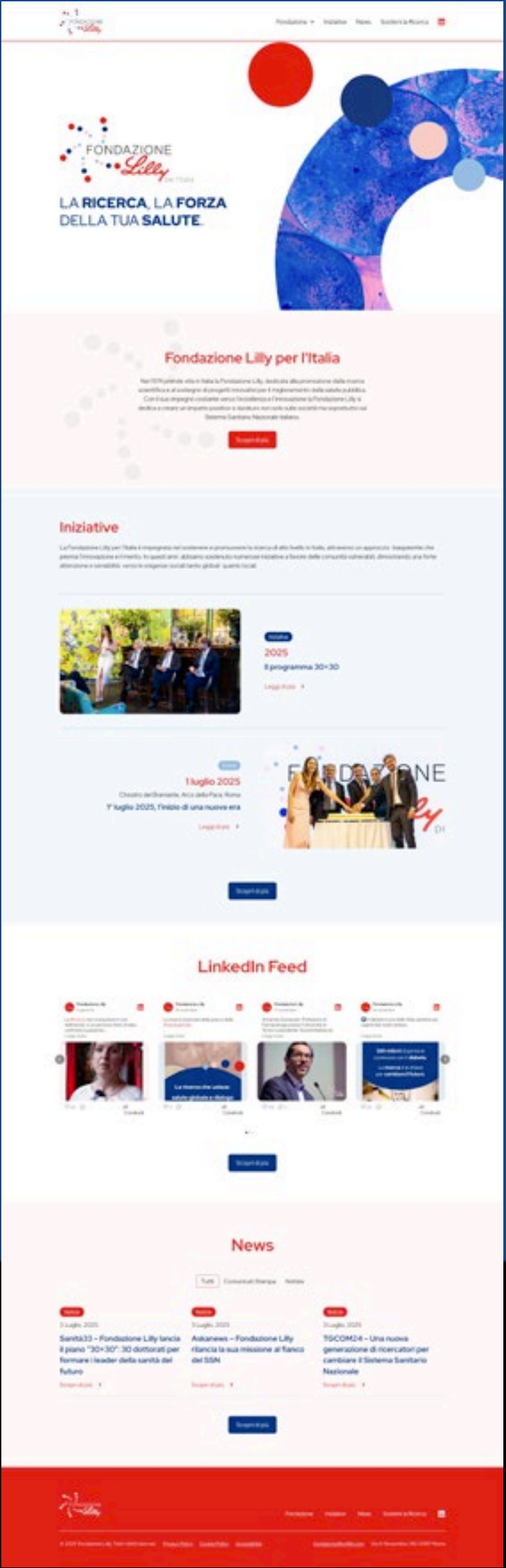
Social Media

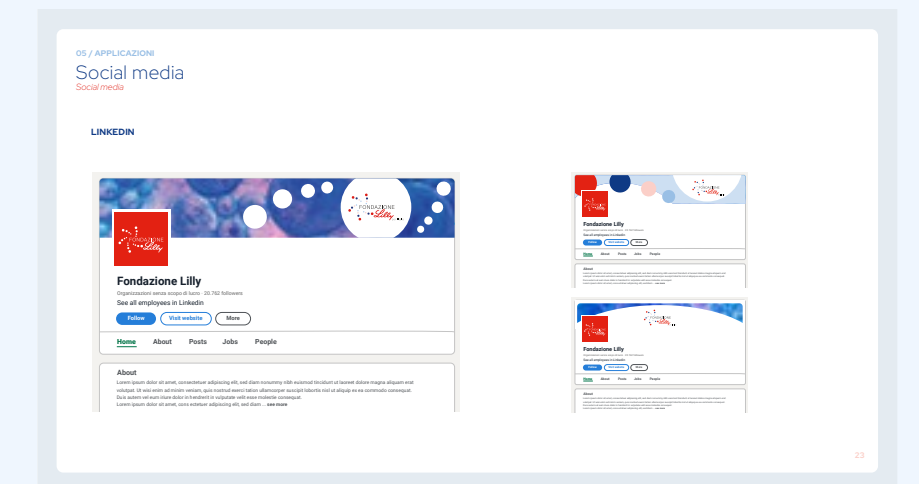
Studio: @APCO



VISIT WEBSITE ►

LINKEDIN PAGE ►





HSCALE | WORLDWIDE | 2025

The Launch of a Data Center company

hscale, a data center company, required a cohesive brand identity to complement its existing logo.

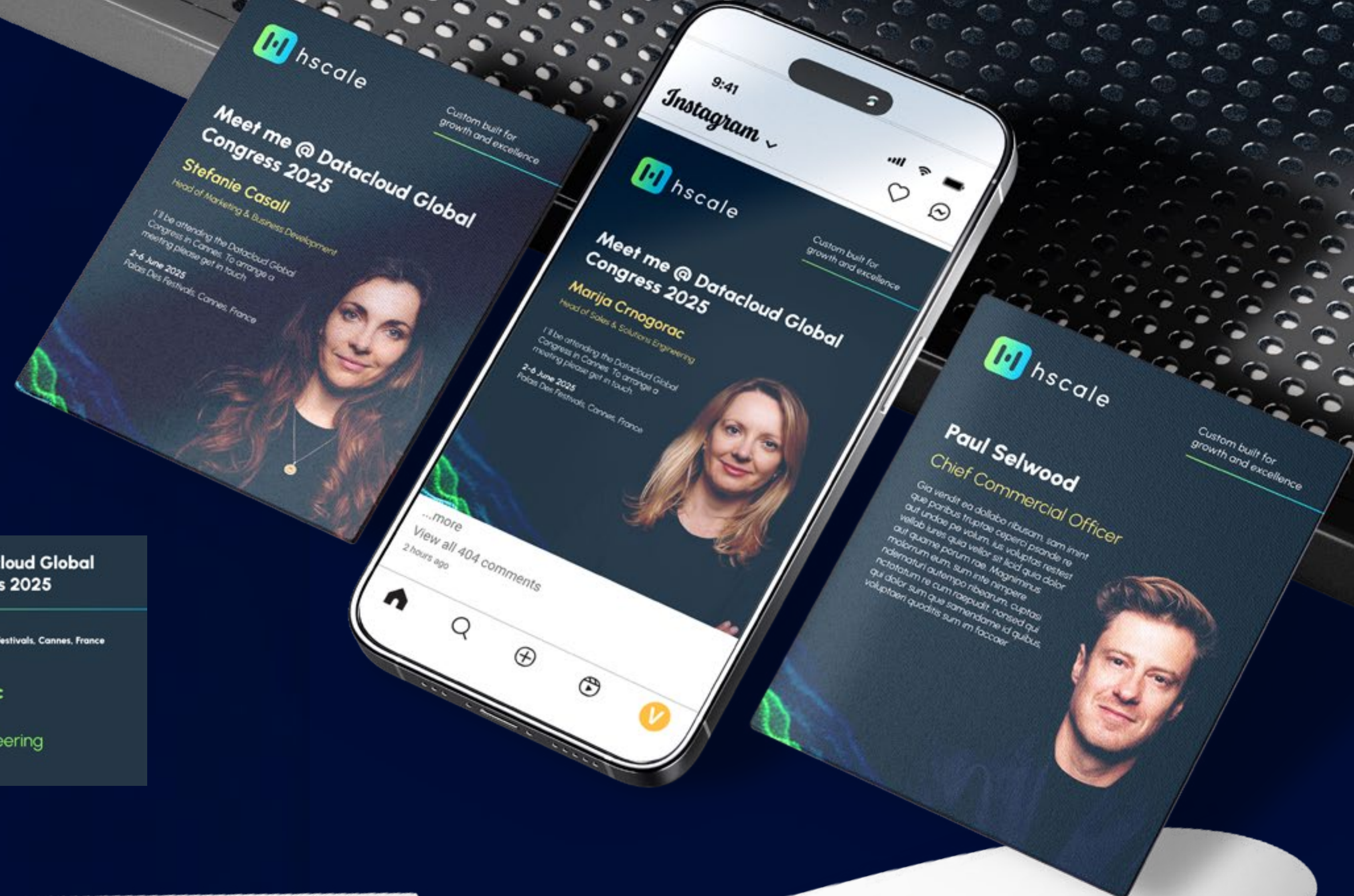
The brand identity was developed by introducing a harmonious palette of secondary colors, carefully selected fonts, and a suite of social media visuals and templates, ensuring a consistent and impactful brand presence ahead of its launch.

Rebranding & Visual Identity

Social Media



hscale



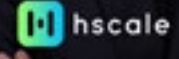


Speaker

5 June
14:10-14:50

Datacloud Global Congress 2025
Keynote Theatre — Discover Zone
Palais Des Festivals, Cannes, France

"Designing for density"
Abed Jishi
Chief Technology officer



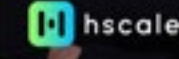


Meet me

2-6 June 2025

@ Datacloud Global Congress 2025
Palais Des Festivals, Cannes, France

Marija Crnogorac
Head of Sales & Solutions Engineering





CALIDUS | UNITED ARAB EMIRATES | 2017

A new Aerospace Manufacturer at the Dubai Airshow

Calidus, a leading defense technology and aerospace manufacturer based in Abu Dhabi, unveiled its brand during the Dubai Airshow. “Calidus” is a reference to the Peregrine Falcon—a symbol of speed and precision, but also the official animal of the UAE, embodying national pride and heritage.

Ahead of this launch, a distinctive logo and comprehensive brand identity were developed, along with a full suite of branded collateral and promotional materials, ensuring a strong and cohesive presence that reflected Calidus’s commitment to innovation and excellence in the defense sector.

Branding & Visual Identity

Key Visual

Event Branding

Brand Launch

Stationary

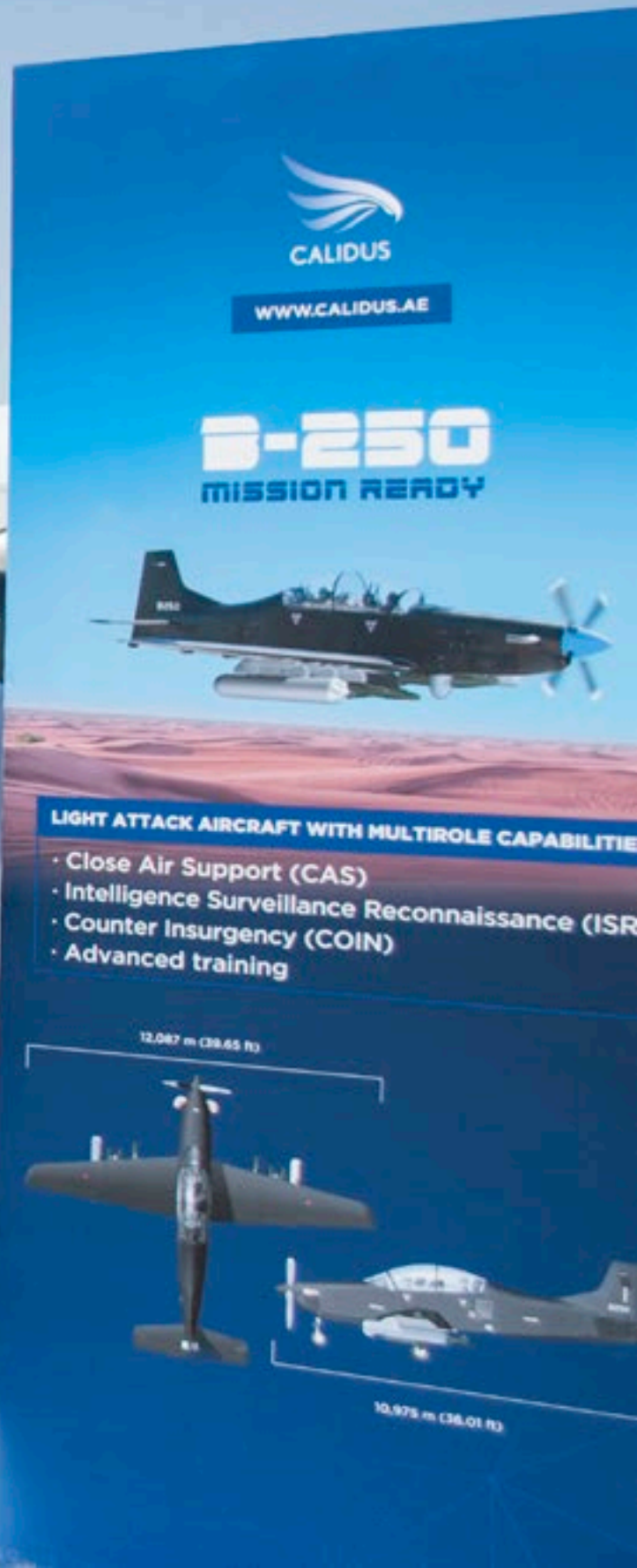
Stand Design

Studio: @ESL Agence Publics





CALIDUS



MULTIBRAND EVENT | FRANCE | 2023-2025

The National Brain Cancer Day

The National Brain Cancer Day (Journée Nationale du Cancer du Cerveau) is an annual event that unites patients, healthcare professionals, and caregivers to engage in discussions centered around brain cancer.

Each year, the event adopts a unique theme, which serves as the foundation for the creation of a distinctive key visual. Over the past three years, a cohesive and impactful branding was developed for the event, including the creation of all supporting materials such as screens, roll-ups, leaflets, brochures, and other collaterals.

Branding & Visual Identity

Editorial

Event Branding

Social Media

Studio: @APCO



Tour de France
des initiatives
pour une meilleure prise en charge
des cancers du cerveau

Zoom sur 15 initiatives
à travers la France
pour améliorer la vie des patients



Les cancers du
cerveau restent des
maladies graves et
souvent méconnues,
mais leur impact est
considérable sur la
vie des patients et
leur entourage.

Heureusement,
partout en France,
des femmes et des
hommes refusent la
fatalité de la maladie
et se battent, à
leur échelle, pour
améliorer la vie des
patients atteints de
cancers du cerveau.

ORGANISÉE PAR

 **ARTC Sud**
Association pour la Recherche
sur les Tumeurs Cérébrales

 **Oligocyte**
un grand espoir

 **DES ÉTOILES
DANS LA MER**

 Plus d'entraide que vous, nous !

AVEC LE SOUTIEN DE

 **novocure**  **SERVIER**



 **Journée
du cancer
du cerveau**
3 décembre 2025

**Michel
Lauzzana**
Président du groupe d'étude
Cancer à l'Assemblée nationale



 **Journée
du cancer
du cerveau**
3 décembre 2025

**Conce
gement de lieu**

NATIONALE DU CANCER
SE TIENDRA DÉSORMAIS AU

ORK MONTHOLON,
E MONTHOLON, PARIS 9

25, DE 10H À 17H

AVEC LE SOUTIEN DE

 **novocure**  **SERVIER**

« J'espère que cette
3^{ème} journée du cancer
du cerveau contribuera
à faire mieux connaître
cette maladie qui
touche environ 6000
personnes en France,
dont beaucoup de
jeunes adultes »

Charlie Dalin
Vainqueur du Vendée Globe 2024,
Parrain de la 3^{ème} édition de la
Journée Nationale du Cancer du Cerveau



 **Journée
du cancer
du cerveau**
3 décembre 2025

**Espoirs en tête :
vivre pleinement
malgré un cancer
du cerveau**

INTERVIENDRA

MARINE ERBA
Docteure
en psychologie
de l'éducation
et développement
de l'enfant, auteure,
conférencière
et formatrice





Fine Books & Editorial Management

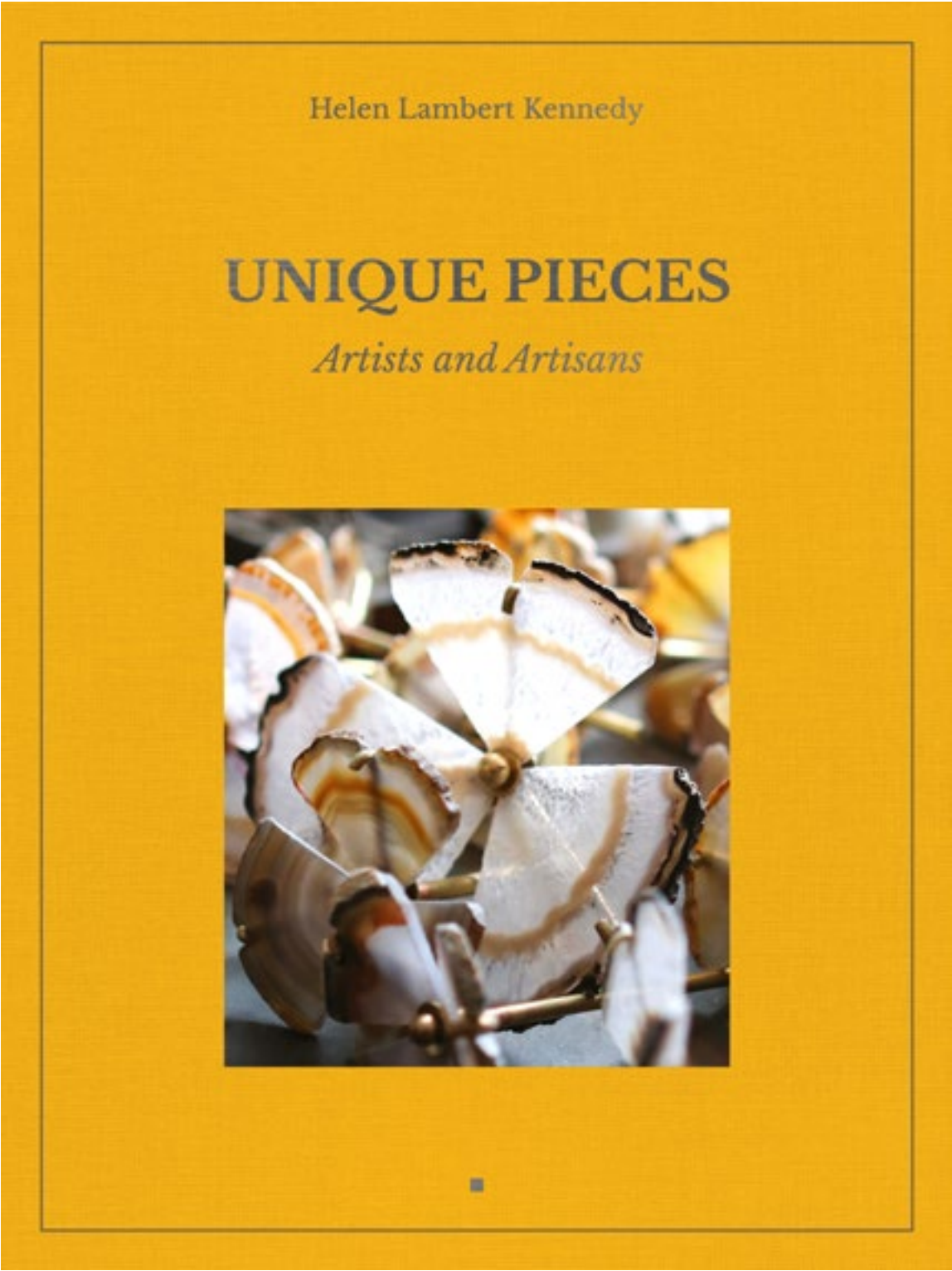
Cassi Edition is a specialized publishing house and the representative of Rizzoli New York in France.

Projects would include layout design, and/or project and product management, overseeing the entire printing process: this includes ensuring file and layout consistency, photo engraving, color proofing, and managing multilingual printing projects.

Editorial

Production Management







Index

6 personnes

Condiment figues et dattes
8 figues fraîches
8 figues séchées
50 dattes séchées
8 oranges
1 gousse safran rouge
10 g de beurre
1/2 cuillère à soupe de miel
Quelques feuilles de menthe
Sel
Poivre du moulin

Decor
100 g d'olives noires
Menthe fraîche
3 figues

Condiment de volaille
300 g de filets de poulet
2 cuillères à soupe
1 gousse d'ail
10 dattes séchées
1/2 cuillère à soupe de menthe
1/2 cuillère à soupe de safran
1 gousse de cardamome
100 g de fromage frais de brebis
8 feuilles de brick
Thym frais
Citron
Sel
Poivre du moulin

Condiment figues et dattes (à préparer la veille)

Presser la moitié des oranges en jus. Tailler les figues séchées et les dattes en petits cubes de 5 mm, puis les mettre à macérer dans le jus d'orange pendant 24 h au frais. Le lendemain, égoutter les figues et les dattes, en prenant soin de récupérer la marinade. Presser les oranges restantes et mélanger ce jus avec la marinade dans une casserole, jusqu'à obtention d'une texture rapprochée. Réserver.

Tailler les figues fraîches et l'ailignon rouge en petits cubes de 5 mm. Dans une poêle, faire fondre le beurre et ajouter l'ailignon, puis les figues séchées et les dattes macérées à l'orange. Apporter une belle coloration et ajouter les cubes de figues fraîches. Déglacer avec le vinaigre et la réduction à l'orange. Cuire à feu très doux comme un chutney. Rectifier l'assaisonnement et réserver au frais. Quel type de Thule ?

Decor (à préparer la veille)

Dénoyauter et hacher les olives. Les étaler sur un tapis siliciné et les sécher au four pendant 24 h à 60 °C. Mixer en poudre fine.

Croustillant de volaille

Tailler le poulet en cubes de 2 cm. Ciseler les échalotes et déresser la gousse d'ail. Dénoyauter les dattes et les tailler en petits cubes de 1 mm. Ciseler finement 10 feuilles de menthe.

Faire suer les échalotes à l'huile d'olive, puis ajouter l'ail et les épices — la cardamome et le curcuma. Cuire à feu doux 3 à 5 min. Mixer cette préparation au blender en ajoutant progressivement le fromage frais. Débaucher la farce, ajouter les morceaux de dattes, rectifier l'assaisonnement. Réserver au frais, en poche à pâtisserie.

Pâtisseries à la fois à l'huile tournante à 180 °C.

Tailler les feuilles de brick en quatre. Disposer 18 quarts sur un plan de travail et les badigeonner d'huile d'olive, les saupoudrer de thym et d'ail. Superposer à chaque feuille un second quart de feuille de brick (les feuilles restant) et garnir de farce. Ajouter des morceaux de feuilles de menthe, rouler en fingers. Cuire au four 15 min.

Dressage

Saupepouter l'assiette de poudre d'olives, disposer 3 fingers dans chaque assiette, 2 petites quenelles de condiment figues et dattes, un quart de figue fraîche. Décorer avec des pousses d'herbes fraîches du jardin.

Des saveurs originales et authentiques, dans une cuisine ouverte du monde. L'histoire d'un voyage en France de bois, une madeleine d'olive comme un nid de croûtes, la saveur subtile du fromage de brebis, le sucre des fruits et la présence des herbes sauvages...

68

69

ACDF | UZBEKISTAN | 2025-2026

Uzbekistan's Country Branding exploration

Uzbekistan is a youthful nation with a forward-looking perspective, deeply rooted in its rich history and traditions. The Art and Culture Development Foundation of Uzbekistan (ACDF) sought a new branding initiative to reflect their vision for the country's future.

Below are some of the proposed branding concepts for this project, with the final approved version currently in the process of being finalized.

Country Branding

Visual Exploration

Brand Positioning

Brand Narrative

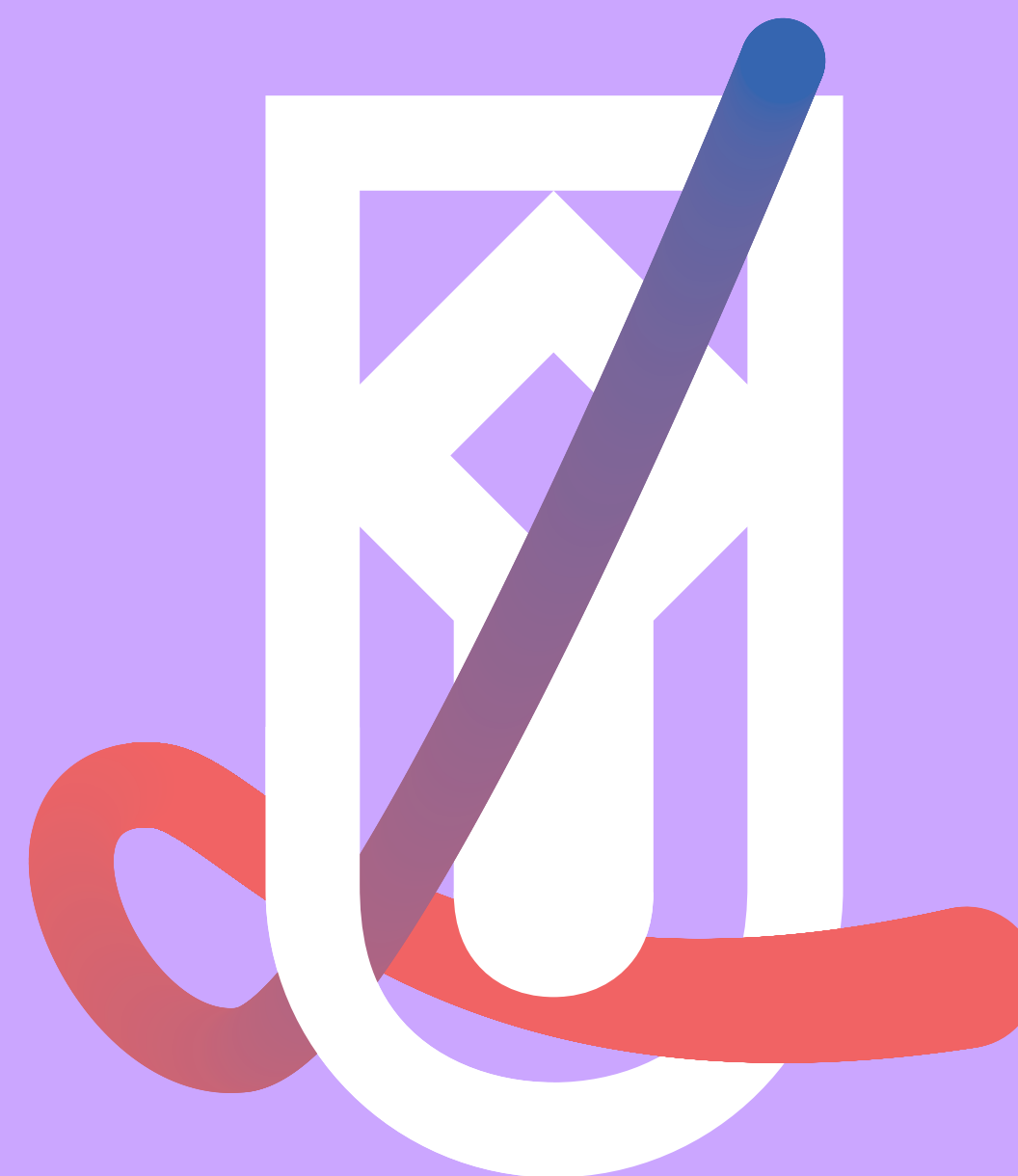
Brand Launch

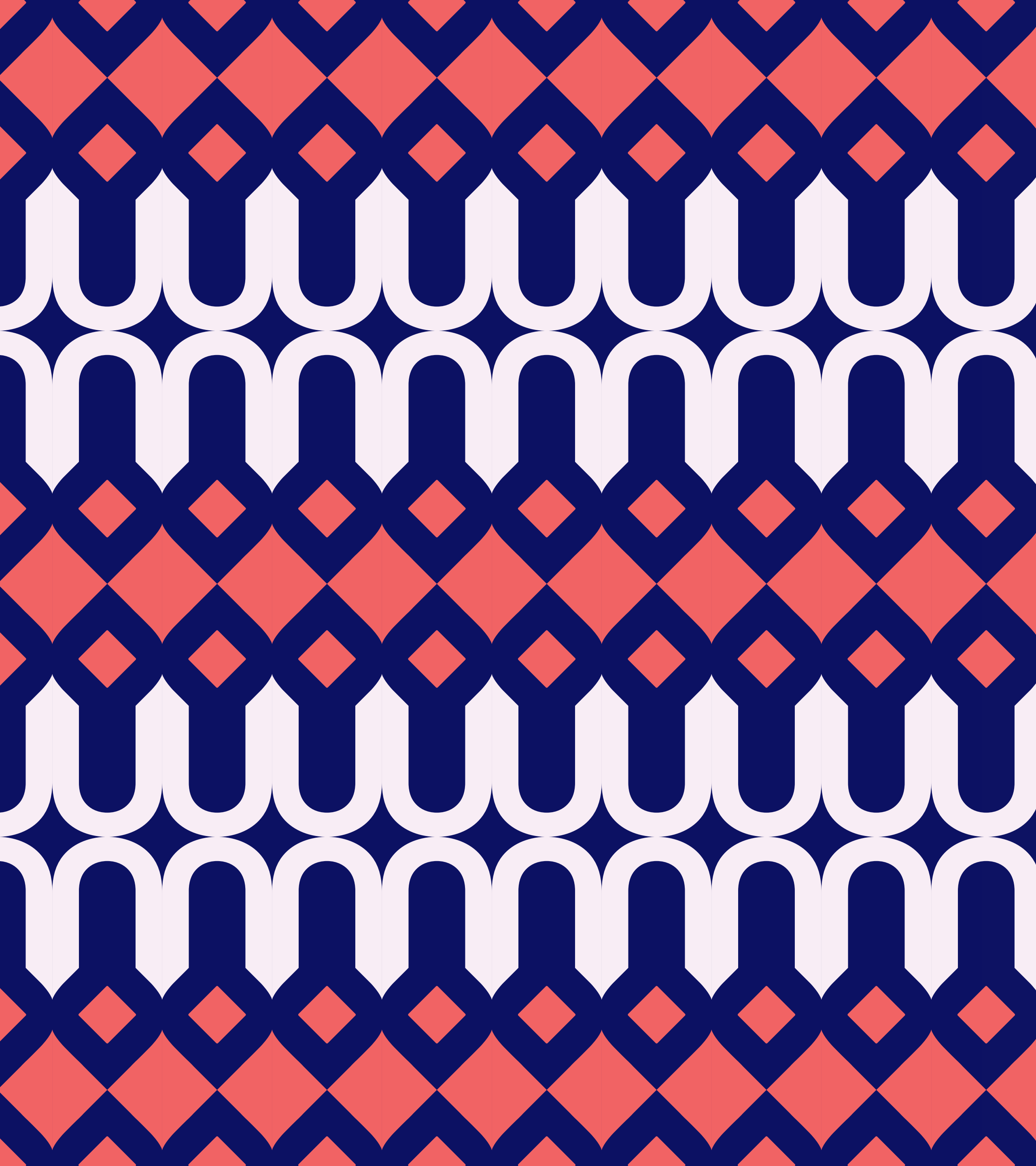
Branding & Visual Identity

Studio: .Pomelo @APCO



 *Live*
Uzbekistan







Get Uzed to it.

 *Live*
Uzbekistan

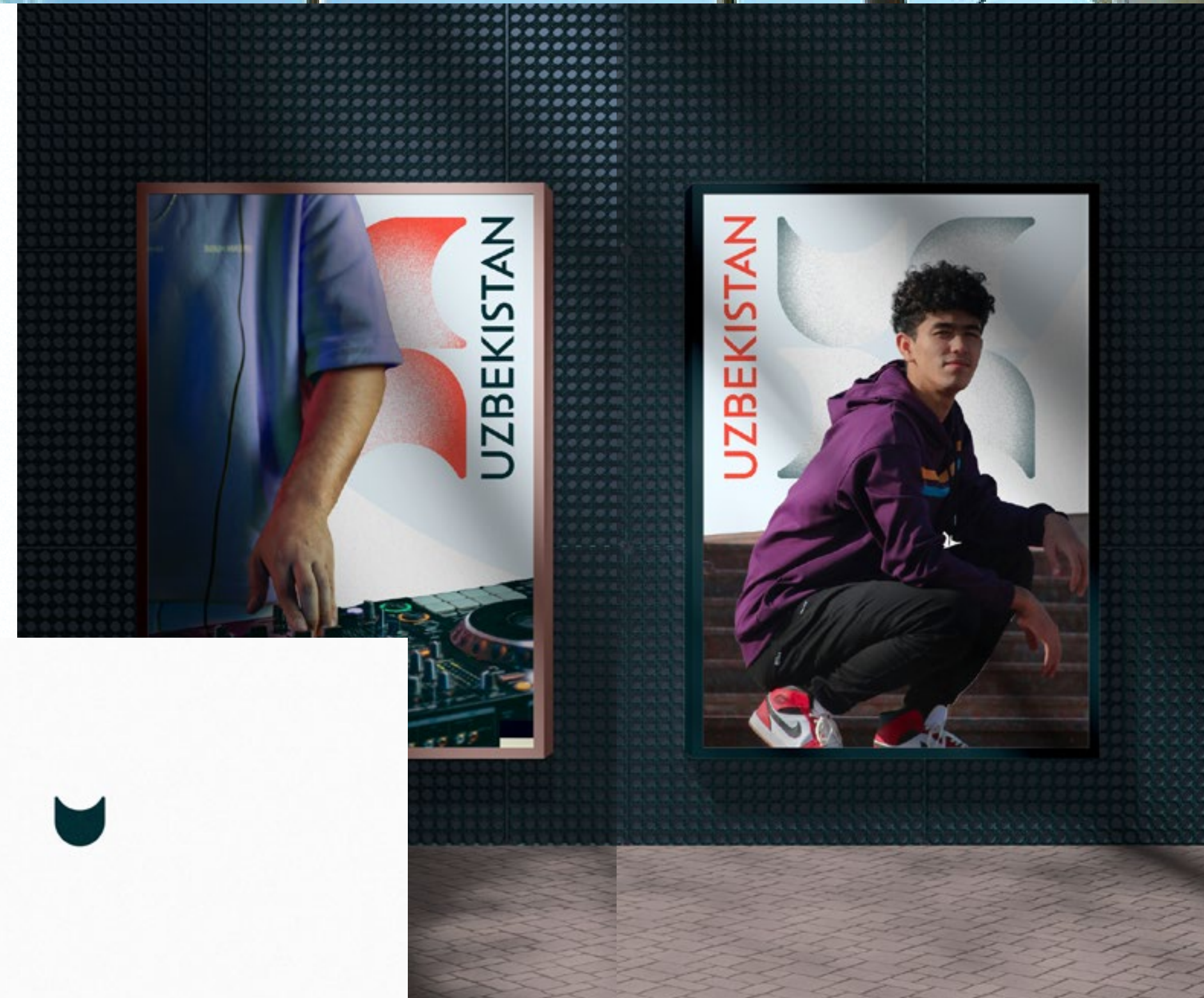


A New Day
on the Silk Road.



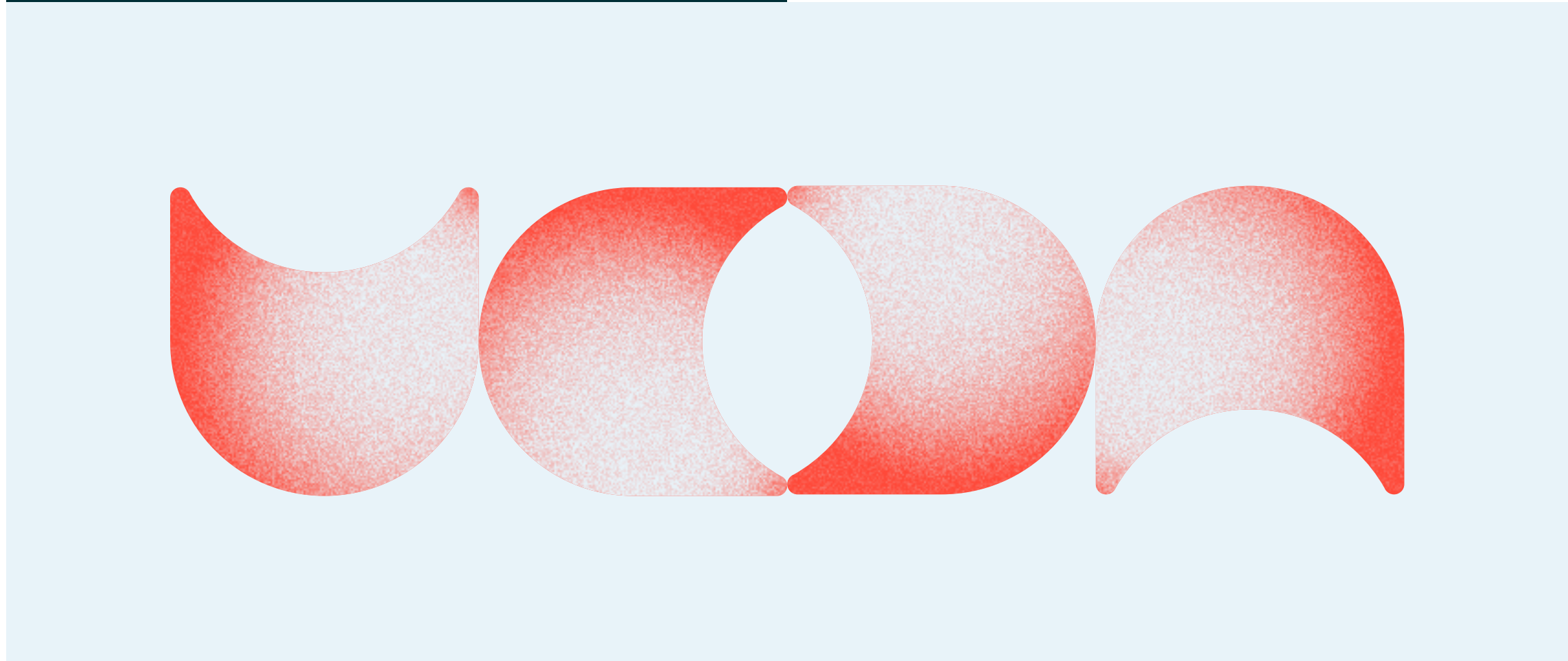
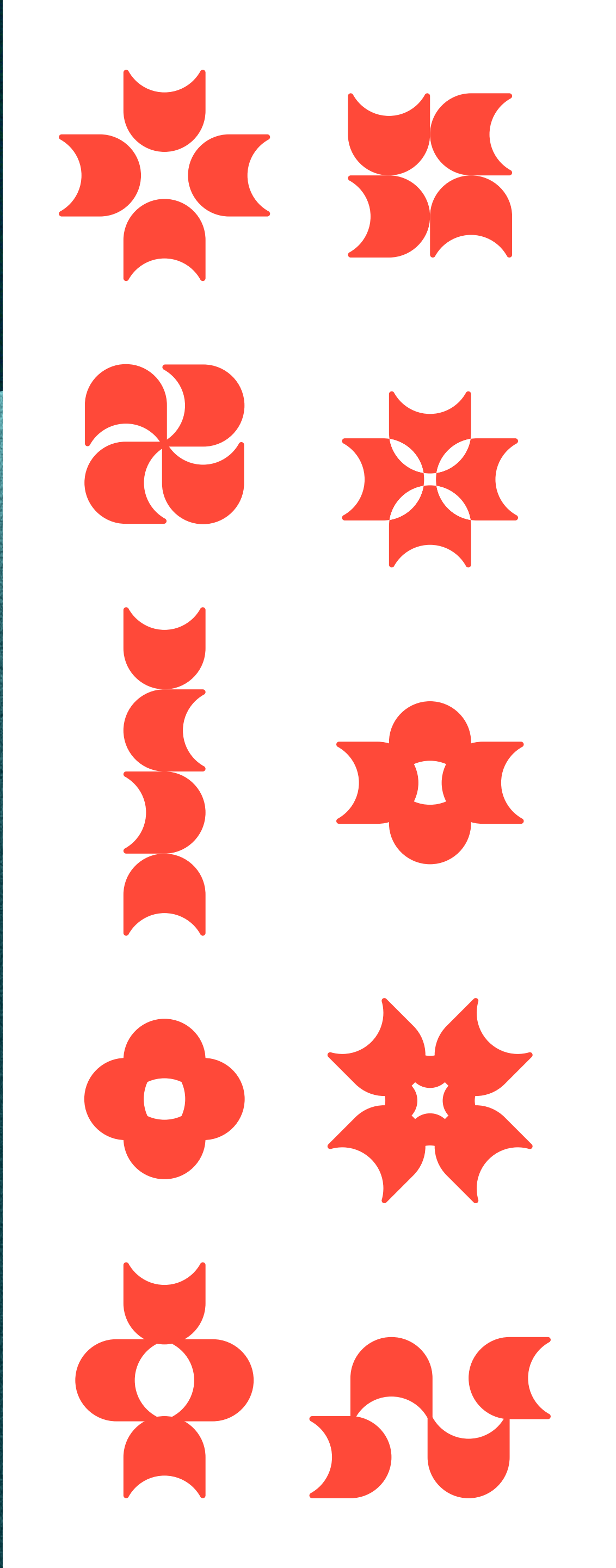
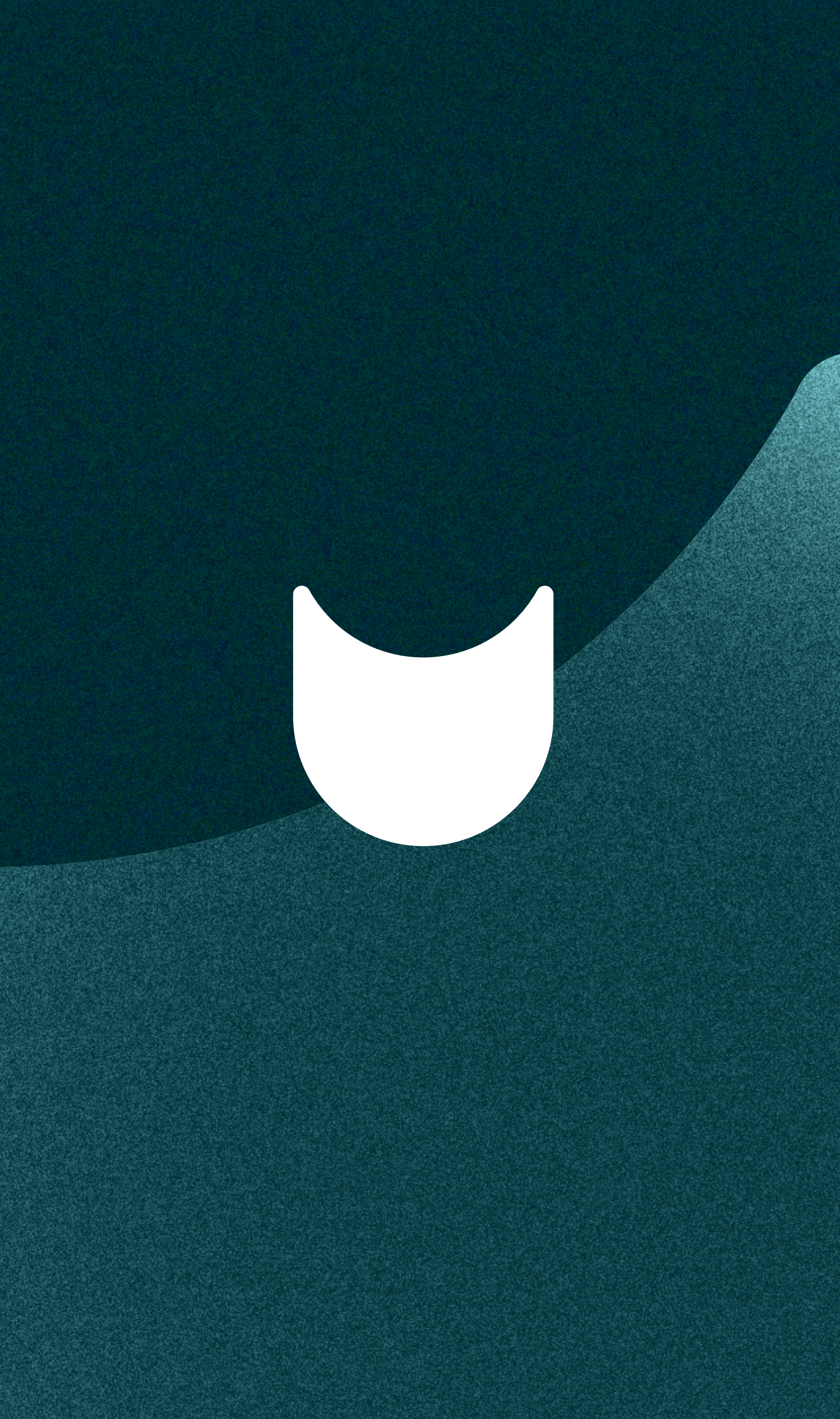
A New Path
on the Silk Road.





CLICK TO PLAY ▲

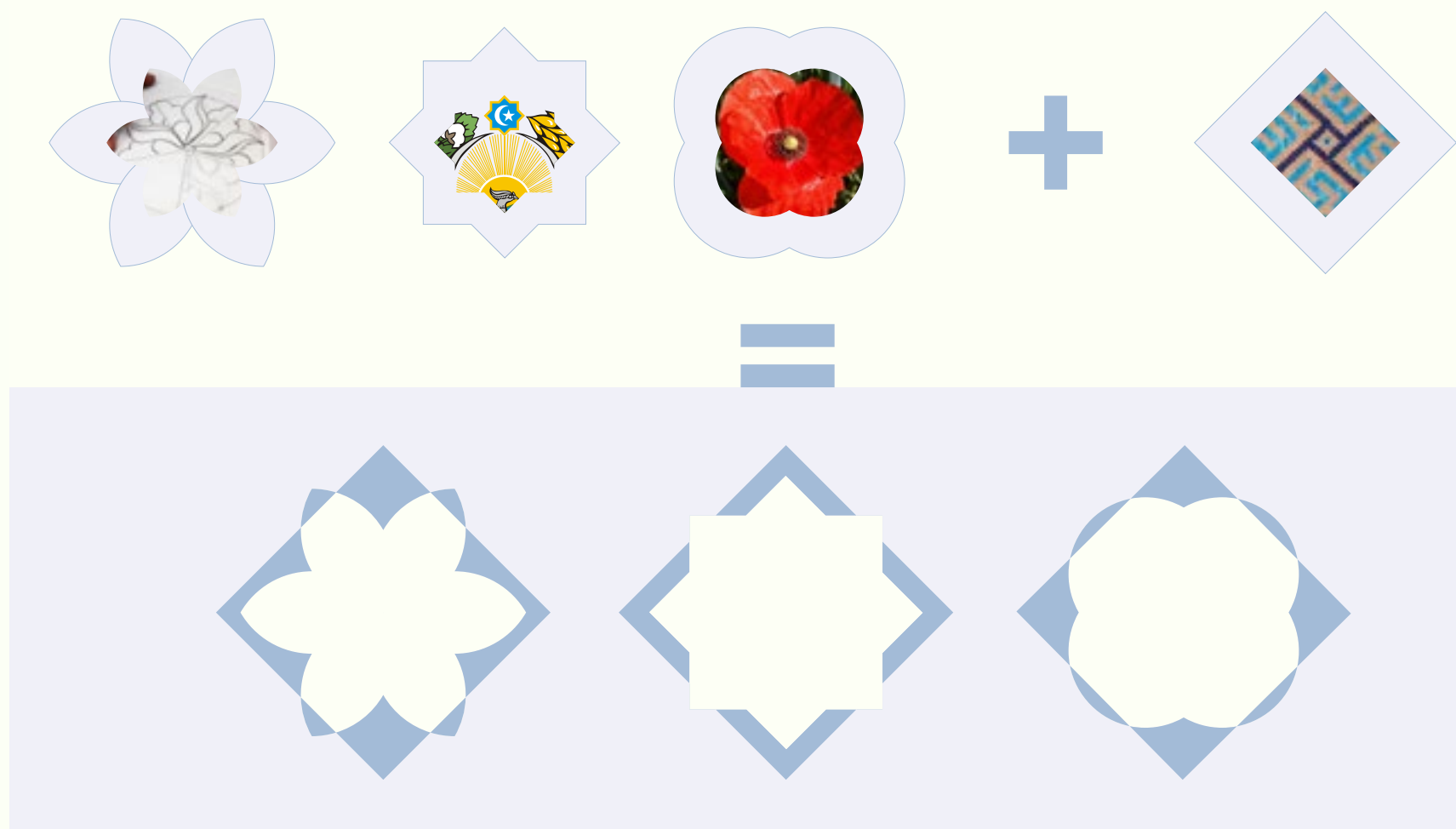




Sense Uzbekistan







AI exploration

A few experiments exploring AI, series, visual coherence, and animated imagery.

Visual Exploration

Motion Design

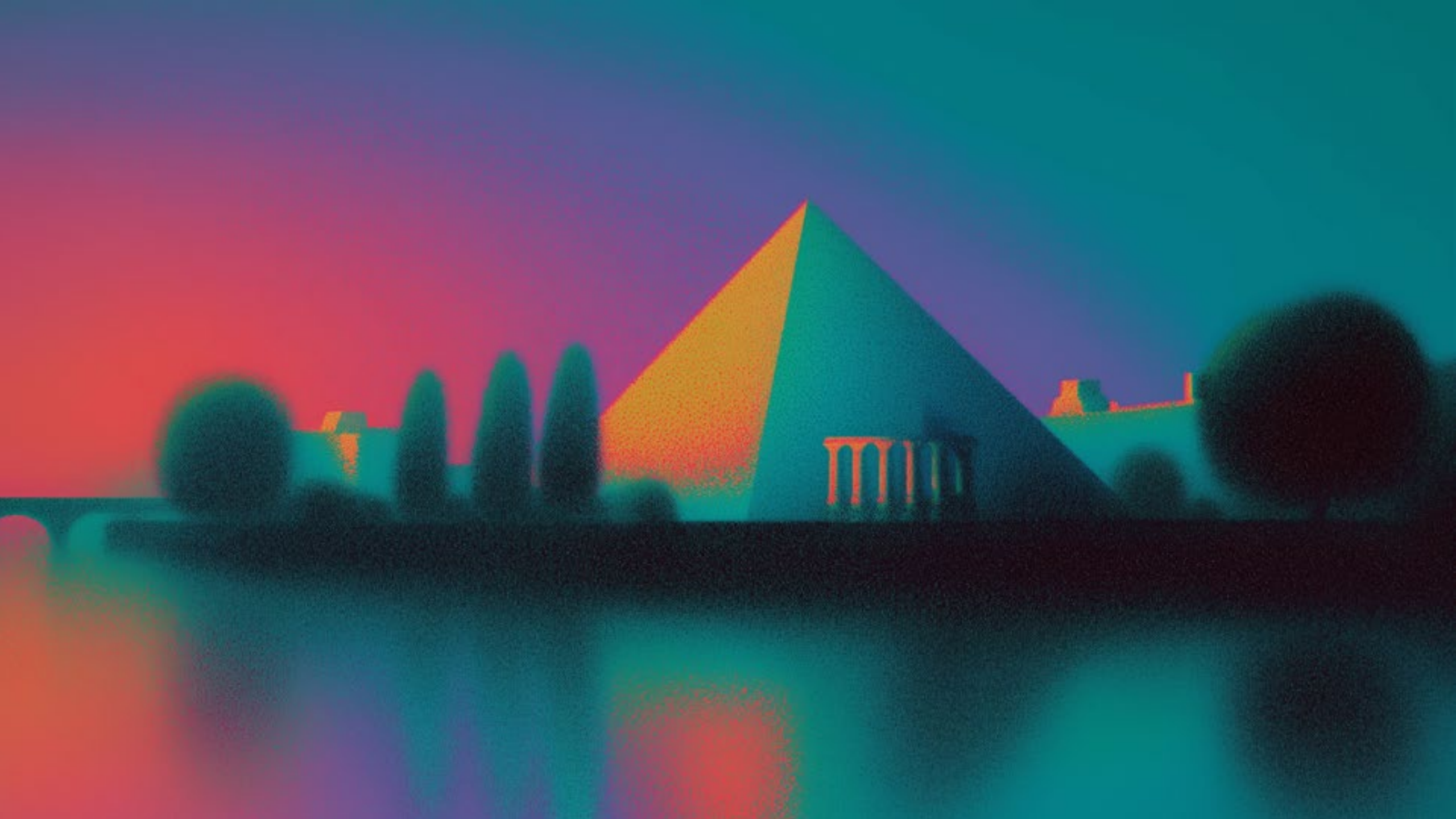
PLAY VIDEO ▶

PLAY VIDEO ▶



PLAY VIDEOS ►









Thanks for watching

[BACK TO TOP ▲](#)